

# David Fetherston

Graphic Designer

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## Experience

### Scout Urban Development • Design and Marketing Intern

June 2024—Aug 2024 / Located at the BOK Building

- Designed digital and print projects for the BOK brand, including social media assets, editorial materials, and interior directory signage to engage with BOK's creative community.
- Managed marketing strategies for social media and developed a brand guideline presentation to ensure consistent use of the brand across all platforms.
- Set up photoshoots with creative businesses to provide proper imagery and marketing materials for projects.

### Exit Design • Graphic Design Co-Op

April 2023—September 2023

- Collaborated with a team of designers, planners, and managers to design wayfinding strategies, client presentation plans, and complex design systems.
- Designed a college campus map from the initial proposal to final implementation to direct people to their correct destinations.
- Created and delivered elevation plans, architectural floor plans, and sign menus to clients in a timely manner.

### DesignPhiladelphia Annual Exhibit • Lead Designer

September 2023—November 2023

- Selected to lead the brand identity for Drexel Westphal's annual exhibit, "Westphal Makes," at DesignPhiladelphia.
- Worked alongside Drexel professors, staff, students, alumni, and artists to accurately represent Westphal's community of makers.
- Designed cohesive digital and physical assets in time-sensitive and dynamic conditions.

### Drexel STAR Advanced Research • Research Assistant

June 2021—September 2021

- Installed and exhibited a permanent gallery space with 500+ Polish posters in Drexel Westphal's URBN Center.
- Professionally photographed and archived files to preserve one of the largest Polish poster collections nationwide.
- Designed a research presentation and infograph about Polish poster visual language to present in the STAR Showcase.

## Recognition

### 2024 GDUSA Student to Watch ↗

One of 100 Students Awarded Nationwide

### 2024 Best in Typography Award

Featured at Drexel Senior Showcase

### Featured in AIGA Locally Sourced

December 2023

### Performing Arts Design Scholarship

September 2022—June 2024

### Westphal Portfolio Scholarship

September 2020—June 2024

### A.J. Drexel Scholarship

September 2020—June 2024

### Dean's List

September 2020—June 2024

## Involvement

### Drexel AIGA Student Group Vice President

May 2022—June 2024

### Drexel Design Program Student Mentor

September 2022—June 2024

### Drexel Workshop for High School Students Teacher & Resident Assistant

July 2023

### London Summer Study Abroad Program

June 2022—August 2022

## Education

Drexel University Westphal  
College of Media Arts & Design

Bachelor of Science Graphic Design  
Minor in Marketing

3.8 GPA, Magna Cum Laude

June 2024

## Skills

After Effects, Illustrator, Photoshop,  
InDesign, Firefly, Figma, CADtools

Slack, Google Suite, Microsoft Suite